



WPTV

# ORDER

Print Date 10/11/12

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Flight Dates **09/28/12-11/06/12**

Contract / Revision      **313049 /**

Original Date / Revision  
09/27/12    10/10/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**95-Obama for America OFA Florida**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep            00:20:00

Estimate #            **1897**

Alt Order #

Billing Type          Cash

Order Type          GENERAL

Billing Cycle        EOM/EOC

Billing Calendar   BROADCAST

Demographic      A35+

Rev Codes           POL            POL            CAND

Product Codes    PL

Priority                FX

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	5	\$2,550.00	\$3,000.00	0.00	08/27/12	09/30/12	5	\$2,550.00	\$3,000.00
October 2012	120	\$62,704.50	\$73,770.00	0.00	10/01/12	10/28/12	120	\$62,704.50	\$73,770.00
November 2012	34	\$17,433.50	\$20,510.00	0.00	10/29/12	11/06/12	34	\$17,433.50	\$20,510.00
<b>Totals</b>	<b>159</b>	<b>\$82,688.00</b>	<b>\$97,280.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/28/12	09/30/12	M-F 7-9a M-F 7-9a	CM	7-9a	----F--	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	----F--	1		\$1,500.00		0.00					
N 2	WPTV	09/30/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00 NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	-----S	1		\$275.00		0.00					



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Contract / Revision

**313049**

Flight Dates **09/28/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/10/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **95-Obama for America OFA Estimate # 1897**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/28/12	09/30/12	M-F 11-12n M-F 11-12n	CM	11a-12p	----F--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	----F--					1	\$250.00		0.00			
N 4	WPTV	09/28/12	09/30/12	M-F 1-2p M-F 1-2p	CM	1-2p	----F--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	----F--					1	\$125.00		0.00			
N 5	WPTV	09/29/12	09/29/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S-					1	\$850.00		0.00			
N 6	WPTV	10/01/12	10/29/12	NBC Monday Prime The VOICE	CM	8-10p (8:00 PM-10:00 PM)	M-----	:30	1	\$1,800.00	P-3	0.00	NM	3	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	M-----					1	\$1,800.00		0.00			
		Week: 10/02/12	10/08/12	-----					0	\$1,800.00		0.00			
		Week: 10/09/12	10/15/12	M-----					1	\$2,500.00		0.00			
		Week: 10/16/12	10/22/12	-----					0	\$1,800.00		0.00			
		Week: 10/23/12	10/29/12	M-----					1	\$2,500.00		0.00			
N 7	WPTV	10/01/12	10/01/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$950.00		0.00			
N 8	WPTV	10/01/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$950.00		0.00			
N 9	WPTV	10/01/12	10/01/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$600.00		0.00			
N 10	WPTV	10/01/12	10/01/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M-----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$475.00		0.00			
N 11	WPTV	10/02/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	2	\$500.00	P-3	0.00	NM	11	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$500.00		0.00			
		Week: 10/09/12	10/15/12	MTWTF--					2	\$500.00		0.00			
		Week: 10/16/12	10/22/12	MTWTF--					2	\$500.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$500.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$500.00		0.00			
		Week: 11/06/12	11/12/12	-T-----					1	\$500.00		0.00			
N 12	WPTV	10/02/12	10/07/12	M-F 7-9a M-F 7-9a	CM	7-9a	-TWTF--	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--					2	\$950.00		0.00			
N 13	WPTV	10/02/12	11/05/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00	NM	5	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$150.00		0.00			



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Contract / Revision    **313049**    Flight Dates **09/28/12-11/06/12**

Hiatus Dates

Original Date / Revision    09/27/12/    10/10/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **95-Obama for America OFA**    Estimate #    **1897**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N13	WPTV	10/02/12	11/05/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00 NM	5	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	-----S					1	\$150.00		0.00		
Week:		10/09/12	10/15/12	-----S					1	\$150.00		0.00		
Week:		10/16/12	10/22/12	-----S					1	\$150.00		0.00		
Week:		10/23/12	10/29/12	-----S					1	\$175.00		0.00		
Week:		10/30/12	11/05/12	-----S					1	\$325.00		0.00		
N14	WPTV	10/02/12	10/07/12	M-F 9-10a M-F 9-10a	CM	9-10a	-TWTF--	:30	2	\$650.00	FX	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-TWTF--					2	\$650.00		0.00		
N15	WPTV	10/02/12	10/07/12	M-F 10-11a M-F 10-11a	CM	10-11a	-TWTF--	:30	2	\$475.00	P-1	0.00 NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-TWTF--					2	\$475.00		0.00		
N16	WPTV	10/02/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	2	\$135.00	P-3	0.00 NM	10	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	-TWTF--					2	\$135.00		0.00		
Week:		10/09/12	10/15/12	-TWTF--					2	\$140.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	NPTV	10/09/12-10/15/12		M-F 11-12n	11a-12p		-TWThF----	:30		\$135.00		0.00 NM		
4	NPTV	10/09/12-10/15/12		M-F 11-12n	11a-12p		-TWThF----	:30		\$135.00		0.00 NM		
Week:		10/16/12	10/22/12	MTWTF--					2	\$135.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					2	\$135.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					1	\$135.00		0.00		
Week:		11/06/12	11/12/12	-T-----					1	\$135.00		0.00		
N17	WPTV	10/02/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	1	\$135.00	P-3	0.00 NM	6	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--					2	\$135.00		0.00		
Week:		10/09/12	10/15/12	MTWTF--					1	\$135.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					1	\$135.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					1	\$135.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					1	\$135.00		0.00		
N18	WPTV	10/02/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$125.00	P-3	0.00 NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	-TWTF--					1	\$125.00		0.00		
Week:		10/09/12	10/15/12	-TWTF--					1	\$150.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					1	\$125.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					1	\$125.00		0.00		
Week:		10/30/12	11/05/12	-----					0	\$125.00		0.00		
Week:		11/06/12	11/12/12	-T-----					1	\$125.00		0.00		
N19	WPTV	10/02/12	11/04/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$200.00	P-3	0.00 NM	5	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S-					1	\$200.00		0.00		
Week:		10/08/12	10/14/12	-----S-					1	\$200.00		0.00		
Week:		10/15/12	10/21/12	-----S-					1	\$200.00		0.00		
Week:		10/22/12	10/28/12	-----S-					1	\$200.00		0.00		
Week:		10/29/12	11/04/12	-----S-					1	\$225.00		0.00		
N20	WPTV	10/02/12	11/05/12		CM	4-5p	MTWTF--	:30	2	\$275.00	P-3	0.00 NM	10	\$2,800.00



**WPTV**

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Contract / Revision    **313049**    Flight Dates **09/28/12-11/06/12**

Hiatus Dates

Original Date / Revision    09/27/12/    10/10/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **95-Obama for America OFA Estimate #    1897**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 4p-5p M-F 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	- TWTF - -					2	\$275.00		0.00			
		Week: 10/09/12	10/15/12	- TWTF - -					2	\$300.00		0.00			
		Week: 10/16/12	10/22/12	MTWTF - -					2	\$275.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF - -					2	\$275.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF - -					2	\$275.00		0.00			
N21	WPTV	10/02/12	10/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	- TWTF - -	:30	1	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					1	\$950.00		0.00			
		Week: 10/08/12	10/14/12	- - - - -					0	\$950.00		0.00			
		Week: 10/15/12	10/21/12	- TWTF - -					1	\$950.00		0.00			
N22	WPTV	10/02/12	10/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	- TWTF - -	:30	1	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					1	\$950.00		0.00			
		Week: 10/08/12	10/14/12	- - - - -					0	\$950.00		0.00			
		Week: 10/15/12	10/21/12	- TWTF - -					1	\$950.00		0.00			
N23	WPTV	10/02/12	10/07/12	M-F 630-7p M-F 630-7p	CM	630-7p	- TWTF - -	:30	1	\$2,150.00	P-1	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					1	\$2,150.00		0.00			
N24	WPTV	10/02/12	10/28/12	Sa 6p Sa 6p	CM	6-630p	- - - - - S -	:30	1	\$850.00	FX	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	- - - - - S -					1	\$850.00		0.00			
		Week: 10/09/12	10/15/12	- - - - -					0	\$850.00		0.00			
		Week: 10/16/12	10/22/12	- - - - -					0	\$850.00		0.00			
		Week: 10/23/12	10/29/12	- - - - - S -					1	\$850.00		0.00			
N25	WPTV	10/02/12	11/05/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$850.00	FX	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	- - - - - S					1	\$850.00		0.00			
		Week: 10/09/12	10/15/12	- - - - - S					1	\$850.00		0.00			
		Week: 10/16/12	10/22/12	- - - - - S					1	\$850.00		0.00			
		Week: 10/23/12	10/29/12	- - - - - S					1	\$850.00		0.00			
		Week: 10/30/12	11/05/12	- - - - - S					1	\$850.00		0.00			
N26	WPTV	10/02/12	10/08/12	Monday Prime C Revolution	CM	10-11p	M - - - - -	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	M - - - - -					1	\$750.00		0.00			
N27	WPTV	10/02/12	11/05/12	Tuesday Prime A the voice	CM	8-9p	- T - - - - -	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	- T - - - - -					1	\$3,000.00		0.00			
		Week: 10/09/12	10/15/12	- - - - -					0	\$3,000.00		0.00			
		Week: 10/16/12	10/22/12	- - - - -					0	\$3,000.00		0.00			
		Week: 10/23/12	10/29/12	- - - - -					0	\$3,000.00		0.00			
		Week: 10/30/12	11/05/12	- T - - - - -					1	\$3,000.00		0.00			
N28	WPTV	10/02/12	11/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF - -	:30	1	\$600.00	P-3	0.00	NM	5	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WPTV**

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Contract / Revision    **313049**    Flight Dates **09/28/12-11/06/12**    Hiatus Dates  
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Advertiser    **Obama / Democrat / Presid**    Product **95-Obama for America OFA**    Estimate #    **1897**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N28	WPTV	10/02/12	11/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	1	\$600.00	P-3	0.00 NM	5	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- TWTF--					1	\$600.00		0.00		
Week:		10/08/12	10/14/12	MTWTF--					1	\$600.00		0.00		
Week:		10/15/12	10/21/12	- TWTF--					1	\$625.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					1	\$625.00		0.00		
Week:		10/29/12	11/04/12	- TWTF--					1	\$600.00		0.00		
N29	WPTV	10/02/12	11/05/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$625.00	P-3	0.00 NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	-----S-					1	\$625.00		0.00		
Week:		10/09/12	10/15/12	-----S-					1	\$625.00		0.00		
Week:		10/16/12	10/22/12	-----S-					1	\$625.00		0.00		
Week:		10/23/12	10/29/12	-----S-					1	\$750.00		0.00		
Week:		10/30/12	11/05/12	-----S-					1	\$750.00		0.00		
N30	WPTV	10/02/12	10/07/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	- TWTF--	:30	1	\$475.00	P-1	0.00 NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- TWTF--					1	\$475.00		0.00		
N31	WPTV	10/02/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	2	\$200.00	P-3	0.00 NM	2	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--					2	\$200.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	NPTV	10/02/12-10/08/12		M-F 5-6a		5-6a	MTWThF----	:30		\$165.00		0.00 NM		
N32	WPTV	10/09/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	- TWTF--	:30	2	\$500.00	P-3	0.00 NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF--					2	\$500.00		0.00		
Week:		10/15/12	10/21/12	- TWTF--					2	\$500.00		0.00		
Week:		10/22/12	10/28/12	- TWTF--					2	\$500.00		0.00		
Week:		10/29/12	11/04/12	- TWTF--					1	\$500.00		0.00		
Week:		11/05/12	11/11/12	- T-----					1	\$500.00		0.00		
N33	WPTV	10/09/12	10/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	- TWTF--	:30	2	\$550.00	P-1	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF--					2	\$550.00		0.00		
N34	WPTV	10/16/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$350.00	P-3	0.00 NM	6	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$350.00		0.00		
Week:		10/23/12	10/29/12	- TWTF--					2	\$350.00		0.00		
Week:		10/30/12	11/05/12	- TWTF--					2	\$400.00		0.00		
N35	WPTV	10/09/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$150.00	P-3	0.00 NM	6	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	- TWTF--					2	\$175.00		0.00		



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Contract / Revision    **313049**    Flight Dates **09/28/12-11/06/12**

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Advertiser    **Obama / Democrat / Presid**    Product **95-Obama for America OFA Estimate #    1897**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N35	WPTV	10/09/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$150.00	P-3	0.00 NM	6	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-TWTF--	2		\$175.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/09/12-10/15/12		M-F 10-11a		10-11a	-TWThF----	:30		<del>(\$175.00)</del>		0.00 NM		
See MG 43.5,43.6,43.7,43.8,43.9														
[lur]														
2	WPTV	10/09/12-10/15/12		M-F 10-11a		10-11a	-TWThF----	:30		<del>(\$175.00)</del>		0.00 NM		
See MG 43.5,43.6,43.7,43.8,43.9														
		[lur]												
Week:		10/16/12	10/22/12	MTWTF--	2		\$150.00		0.00					
Week:		10/23/12	10/29/12	-TWTF--	2		\$150.00		0.00					
Week:		10/30/12	11/05/12	-TWTF--	1		\$350.00		0.00					
Week:		11/06/12	11/12/12	-T-----	1		\$150.00		0.00					
N36	WPTV	10/09/12	11/04/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$585.00	P-3	0.00 NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-TWTF--	1		\$585.00		0.00					
Week:		10/15/12	10/21/12	-----	0		\$585.00		0.00					
Week:		10/22/12	10/28/12	-TWTF--	1		\$585.00		0.00					
Week:		10/29/12	11/04/12	MTWTF--	1		\$585.00		0.00					
N37	WPTV	10/09/12	11/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-TWTF--	1		\$500.00		0.00					
Week:		10/15/12	10/21/12	-----	0		\$500.00		0.00					
Week:		10/22/12	10/28/12	-TWTF--	1		\$500.00		0.00					
Week:		10/29/12	11/04/12	MTWTF--	1		\$500.00		0.00					
N38	WPTV	10/16/12	11/04/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	1	\$1,800.00	P-3	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-TWTF--	1		\$1,800.00		0.00					
Week:		10/22/12	10/28/12	MTWTF--	1		\$1,800.00		0.00					
Week:		10/29/12	11/04/12	MTWTF--	1		\$1,800.00		0.00					
N39	WPTV	10/09/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$300.00	P-3	0.00 NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S-	1		\$300.00		0.00					
Week:		10/16/12	10/22/12	-----S-	1		\$300.00		0.00					
Week:		10/23/12	10/29/12	-----	0		\$300.00		0.00					
Week:		10/30/12	11/05/12	-----S-	1		\$300.00		0.00					
N40	WPTV	10/16/12	11/05/12	Monday Prime C Revolution	CM	10-11p	M-----	:30	1	\$1,800.00	P-1	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/16/12	10/22/12	M-----	1		\$1,800.00		0.00					
Week:		10/23/12	10/29/12	-----	0		\$1,800.00		0.00					
Week:		10/30/12	11/05/12	M-----	1		\$1,800.00		0.00					
N41	WPTV	10/16/12	10/22/12	Tuesday Prime A the voice	CM	8-9p	-T-----	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/16/12	10/22/12	-T-----	1		\$2,500.00		0.00					
N42	WPTV	10/23/12	10/29/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00



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Advertiser    **Obama / Democrat / Presid**    Product **95-Obama for America OFA Estimate # 1897**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N42	WPTV	10/23/12	10/29/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	---T---	1		\$1,000.00		0.00					
N43	WPTV	10/09/12	11/05/12	Thursday Prime C rock center	CM	10-11p	---T---	:30	1	\$1,250.00	P-3	0.00 NM	8	\$4,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	---T---	1		\$750.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/09/12-10/15/12		Thursday Prime C		10-11p	---Th----	:30		<del>(\$750.00)</del>		0.00 NM		
See MG 43.5,43.6,43.7,43.8,43.9 [Rock Ctr not airing due to Debate]														
5	NPTV	10/11/12-10/11/12		M-F 11-12n		11a-12p	---Th----	:30		\$350.00		0.00 NM		
Ⓜ MG for 35.1,35.2,43.1														
6	NPTV	10/09/12-10/15/12		SU 10-11am To the Point		10-11am	-----Su	:30		\$350.00		0.00 NM		
Ⓜ MG for 35.1,35.2,43.1														
7	NPTV	10/09/12-10/15/12		Saturday Prime A		8-9p	-----Sa--	:30		\$300.00		0.00 NM		
Ⓜ MG for 35.1,35.2,43.1														
8	NPTV	10/11/12-10/12/12		M-F 430-5a		430-5a	---ThF----	:30		\$50.00		0.00 NM		
Ⓜ MG for 35.1,35.2,43.1														
9	NPTV	10/11/12-10/12/12		M-F 430-5a		430-5a	---ThF----	:30		\$50.00		0.00 NM		
Ⓜ MG for 35.1,35.2,43.1														
Week:		10/16/12	10/22/12	---T---	1		\$1,250.00		0.00					
Week:		10/23/12	10/29/12	---T---	1		\$1,250.00		0.00					
Week:		10/30/12	11/05/12	---T---	1		\$1,250.00		0.00					
N44	WPTV	10/16/12	10/29/12	Friday Prime A whitney/community	CM	8-9p	----F--	:30	1	\$1,200.00	P-1	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/16/12	10/22/12	----F--	1		\$1,200.00		0.00					
Week:		10/23/12	10/29/12	----F--	1		\$1,200.00		0.00					
N45	WPTV	10/23/12	10/29/12	Friday Prime B grimm	CM	9-10p	----F--	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	----F--	1		\$650.00		0.00					
N46	WPTV	10/09/12	11/05/12	Saturday Prime C law&order:svu	CM	10-11p	-----S-	:30	1	\$350.00	P-1	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S-	1		\$350.00		0.00					
Week:		10/16/12	10/22/12	-----S-	1		\$350.00		0.00					
Week:		10/23/12	10/29/12	-----S-	0		\$350.00		0.00					
Week:		10/30/12	11/05/12	-----S-	1		\$350.00		0.00					
N47	WPTV	10/09/12	11/04/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$225.00	P-3	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-TWTF--	1		\$225.00		0.00					
Week:		10/15/12	10/21/12	-TWTF--	1		\$125.00		0.00					
Week:		10/22/12	10/28/12	MTWTF--	1		\$125.00		0.00					
Week:		10/29/12	11/04/12	MTWTF--	1		\$125.00		0.00					
N48	WPTV	10/09/12	10/15/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-T-----	1		\$1,250.00		0.00					





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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N49	WPTV	10/09/12	10/15/12	Wednesday Prime A animal prac/guys...kids	CM	8-9p	--W----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--W----					1	\$750.00		0.00			
N50	WPTV	10/09/12	10/15/12	Wednesday Prime C chicago fire	CM	10-11p	--W----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--W----					1	\$1,250.00		0.00			
N51	WPTV	10/09/12	10/15/12	NBC Thursday Prime vp debate	CM	8-11p (9:00 PM-11:00 PM)	---T---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	---T---					1	\$3,000.00		0.00			
N52	WPTV	10/09/12	10/12/12	M-F 7-9a M-F 7-9a	CM	7-9a	-TWTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					1	\$500.00		0.00			
Totals														159	\$97,280.00